

Message Text

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51

ACTION EUR-25

INFO OCT-01 ISO-00 EB-11 PA-04 PRS-01 CIAE-00 INR-10

NSAE-00 RSC-01 DRC-01 /054 W
----- 103512

R 081425Z FEB 74

FM AMEMBASSY LISBON

TO SECSTATE WASHDC 9111

USDOC WASHDC

INFO AMCONSUL OPORTO

USIA WASHDC

UNCLAS LISBON 0520

EO 11652: N/A

TAGS: BEXP, PO

SUBJ: USIS SUPPORT FOR COMMERCIAL PROGRAMS

REF: STATE 6950

COMMERCIAL SECTION AND USIS IN THIS EMBASSY HAVE ENJOYED CLOSE COLLABORATION IN TRADE PROMOTION (TP) ACTIVITIES OVER PAST TWO YEARS. HOWEVER, AS RESULT OF PAO LETTER NO. 23, USIS LISBON HAS SIGNIFICANTLY INCREASED ITS LEVEL OF SUPPORT TO TP PROGRAMS AND REALLOCATED RESOURCES TO PERMIT DIRECT INVOLVEMENT IN OUR COMMERCIAL EFFORTS. FOLLOWING ACTIVITIES ARE OFFERED AS SPECIFIC EXAMPLES OF JOINT COMMERCIAL SECTION- USIS TP PROGRAMS PLANNED FOR REMAINDER OF FY-1974:

A) PORT AND INDUSTRIAL ZONE TRADE MISSION, FEB. 26-MARCH 2: THIS TP EVENT IS BEING SPONSORED BY COMMERCE DEPARTMENT AND ORGANIZED BY COMMERCIAL SECTION. USIS DIRECT ASSISTANCE INCLUDES DESIGNING, PRINTING AND DISTRIBUTING PUBLICITY MATERIALS, ORGANIZING PRESS COVERAGE AND ADVISING CONTROL OFFICER ON LAYOUT OF MISSION SITES.

B. U.S. BUSINESS INFORMATION AND VISIT USA CENTER FEATURING CATALOG EXPOSITION OF RECREATION AND LEISURE-TIME
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EQUIPMENT AT NAUTICAMPO-74, A MAJOR INDUSTRIAL FAIR TO

BE HELD IN LISBON ON MARCH 8-17: THIS EMBASSY-INITIATED
TP PROJECT WILL BE A JOINT EFFORT BY THE COMMERCIAL SECTION
AND USIS. PRIMARY FUNDING IS COMING FROM COMMERCE AND
FROM DONATIONS BY SEVERAL LOCAL US FIRMS. USIS
PARTICIPATION INVOLVES DESIGN OF CENTER, PRINTING OF
MATERIALS, PROMOTION OF VISIT USA THEME BY MEANS OF VTR'S,
PAMPHLETS AND POSTERS FOR CENTER, AND BACK UP FUNDING AS
NEEDED. ESTIMATED VTR COST \$300.

C) COMMERCIAL NEWSLETTER: USIS STAFF WILL BEGIN ASSISTING
COMMERCIAL SECTION WITH DESIGN OF NEWSLETTER COVER, FORMAT
OF TEXT, AND PRINTING AND DISTRIBUTION TECHNIQUES.
SCOTT

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Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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EO Systematic Review
30 JUN 2005

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